



Website: Siol.net

Provider:

Company: TSmedia, d.o.o.

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CERTIFICATE

Short description:

Siol.net je digitalni medij, ki je dostopen na petih zaslonih: klasičnem spletnem, mobilnem, televizijskem, tabličnem ter na zunanjih digitalnih zaslonih. Bralcem nudi najbolj sveže in aktualne novice iz Slovenije in sveta, intervjuje, kolumne, odlične zgodbe iz sveta športa, avtomobilov in trendov. Medij bralcem ponuja številne funkcionalnosti, ki bralca v trenutku seznanijo z vsemi najpomembnejšimi novicami dneva (Aktualno, Iz minute v minuto, Pregled dneva, Urednikov izbor ...). Oglaševalcem so na voljo najnaprednejši oglašni formati, ki so skladni z mednarodno uveljavljenimi IAB standardi ter so umeščeni v kontekst mesta tako, da sočasno zagotavljajo učinke za oglaševalce in niso moteči za uporabnike.

Period: April 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2019.	1 902 937	207 994	15,7%	433 848	9,1	2,1
2.4.2019.	1 935 452	224 776	16,9%	461 407	8,6	2,1
3.4.2019.	2 011 569	223 511	16,8%	468 905	9,0	2,1
4.4.2019.	1 960 301	217 998	16,4%	453 062	9,0	2,1
5.4.2019.	2 048 410	231 153	17,4%	474 775	8,9	2,1
6.4.2019.	1 507 666	201 096	15,1%	359 235	7,5	1,8
7.4.2019.	1 611 075	202 617	15,2%	371 341	8,0	1,8
8.4.2019.	2 020 371	219 644	16,5%	457 521	9,2	2,1
9.4.2019.	2 006 908	219 978	16,6%	460 857	9,1	2,1
10.4.2019.	1 966 355	220 986	16,6%	463 754	8,9	2,1
11.4.2019.	1 941 542	216 701	16,3%	430 597	9,0	2,0
12.4.2019.	1 783 004	200 934	15,1%	393 345	8,9	2,0
13.4.2019.	1 495 244	185 484	14,0%	332 033	8,1	1,8
14.4.2019.	1 732 517	218 440	16,4%	392 695	7,9	1,8
15.4.2019.	1 919 814	214 928	16,2%	429 224	8,9	2,0
16.4.2019.	1 920 809	209 014	15,7%	417 111	9,2	2,0
17.4.2019.	1 781 074	204 014	15,4%	401 217	8,7	2,0
18.4.2019.	1 777 111	200 647	15,1%	388 230	8,9	1,9
19.4.2019.	1 688 741	196 364	14,8%	376 852	8,6	1,9
20.4.2019.	1 320 861	169 583	12,8%	292 462	7,8	1,7
21.4.2019.	1 319 742	172 655	13,0%	299 778	7,6	1,7
22.4.2019.	1 454 114	185 993	14,0%	327 591	7,8	1,8
23.4.2019.	2 031 859	229 815	17,3%	454 221	8,8	2,0
24.4.2019.	1 823 057	210 957	15,9%	410 369	8,6	1,9
25.4.2019.	1 747 018	205 131	15,4%	400 874	8,5	2,0
26.4.2019.	1 668 259	197 762	14,9%	379 030	8,4	1,9
27.4.2019.	1 450 699	188 545	14,2%	325 407	7,7	1,7
28.4.2019.	1 536 035	189 950	14,3%	339 742	8,1	1,8
29.4.2019.	1 658 567	193 001	14,5%	374 626	8,6	1,9
30.4.2019.	1 481 604	175 392	13,2%	335 252	8,4	1,9

Weekly reach (Slovenian visitors)

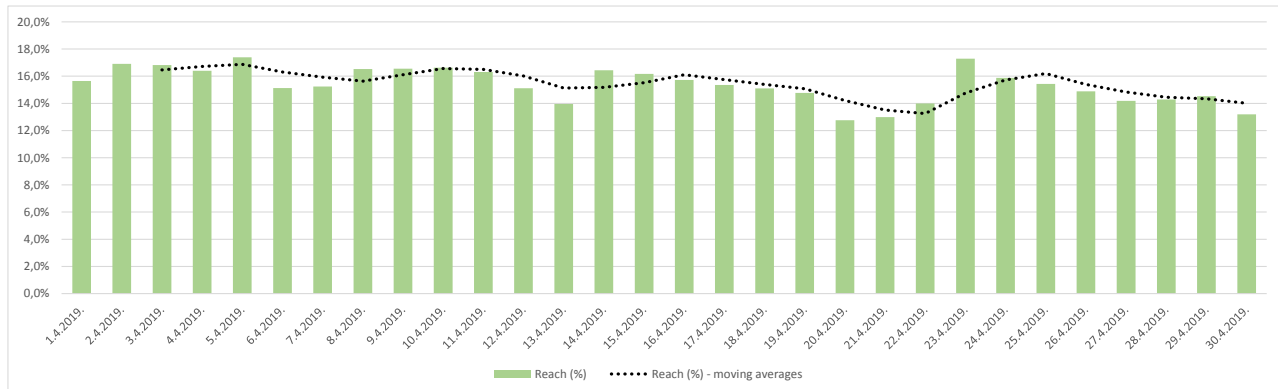
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2019. - 7.4.2019.	12 977 272	429 217	32,3%	3 022 592	30,2	7,0
8.4.2019. - 14.4.2019.	12 945 763	415 368	31,3%	2 930 889	31,2	7,1
15.4.2019. - 21.4.2019.	11 727 985	406 396	30,6%	2 604 788	28,9	6,4
22.4.2019. - 28.4.2019.	11 710 931	425 396	32,0%	2 637 227	27,5	6,2
29.4.2019. - 30.4.2019.	3 140 155	265 847	20,0%	709 875	11,8	2,7

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2019. - 30.4.2019.	52 502 907	623 038	46,9%	11 906 150	84,3	19,1

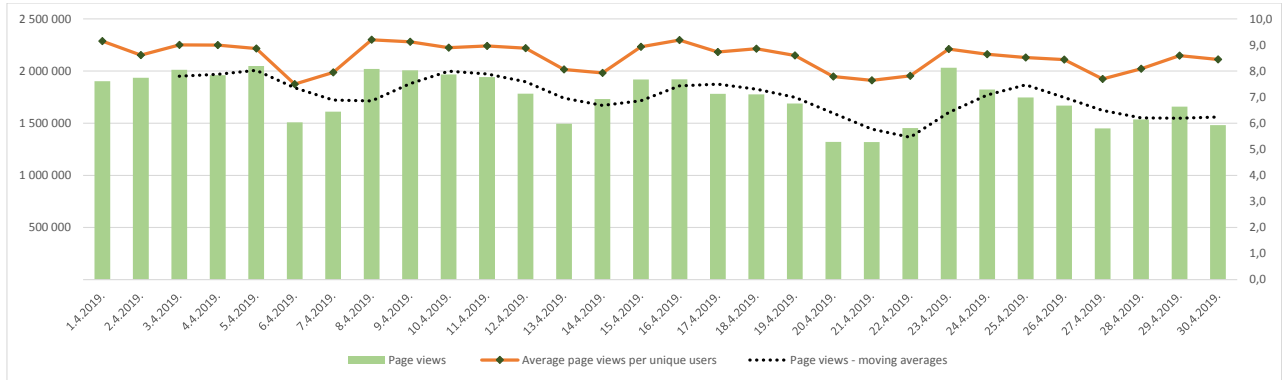
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,8%	94	6,8%
	Three-year high school	13,3%	100	9,6%
	Four-year high school	41,1%	98	42,4%
	Higher school, university, college or more	31,0%	107	40,5%
	I don't want to answer	0,8%	86	0,7%
Personal income	I have no income	10,3%	93	5,2%
	Less than 400 EUR	9,5%	89	6,5%
	400 to 800 EUR	23,8%	98	17,8%
	800 to 1200 EUR	26,2%	101	26,1%
	1200 to 1500 EUR	9,5%	107	16,7%
	1500 to 1800 EUR	5,3%	112	6,4%
	over 1800 EUR	7,0%	117	12,4%
Region	I don't want to answer	8,4%	99	8,9%
	Pomurska	5,4%	92	4,4%
	Podravska	14,4%	92	10,2%
	Koroška	3,4%	92	1,8%
	Savinjska	12,5%	96	14,7%
	Zasavska	2,3%	101	1,9%
	Spodnje-posavska	3,3%	102	2,6%
	JV Slovenija	6,3%	95	5,2%
	Osrednjeslovenska	29,1%	108	36,9%
	Gorenjska	10,7%	106	11,0%
	Notranjsko-kraška	2,1%	101	1,4%
	Goriška	6,0%	104	6,7%
	Obalno-kraška	4,7%	97	3,3%
	Gender	Male	50,7%	104
Female		49,3%	97	41,6%
Age	10 to 17 years	3,5%	101	1,3%
	18 to 24 years	11,4%	87	5,8%
	25 to 29 years	8,7%	94	9,1%
	30 to 39 years	23,1%	98	20,3%
	40 to 49 years	23,5%	104	24,5%
	50 to 59 years	17,2%	105	23,6%
Employment status	60 to 75 years	12,3%	107	14,4%
	Employed in public sector	14,7%	103	15,0%
	Employed in a private company	40,1%	100	44,1%
	Self-employed	9,4%	107	14,0%
	Unemployed	7,1%	99	4,1%
	Retired	11,7%	109	14,3%
	Pupil	6,5%	93	1,7%
	Student	9,5%	89	6,3%
	I don't want to answer	1,0%	90	0,5%

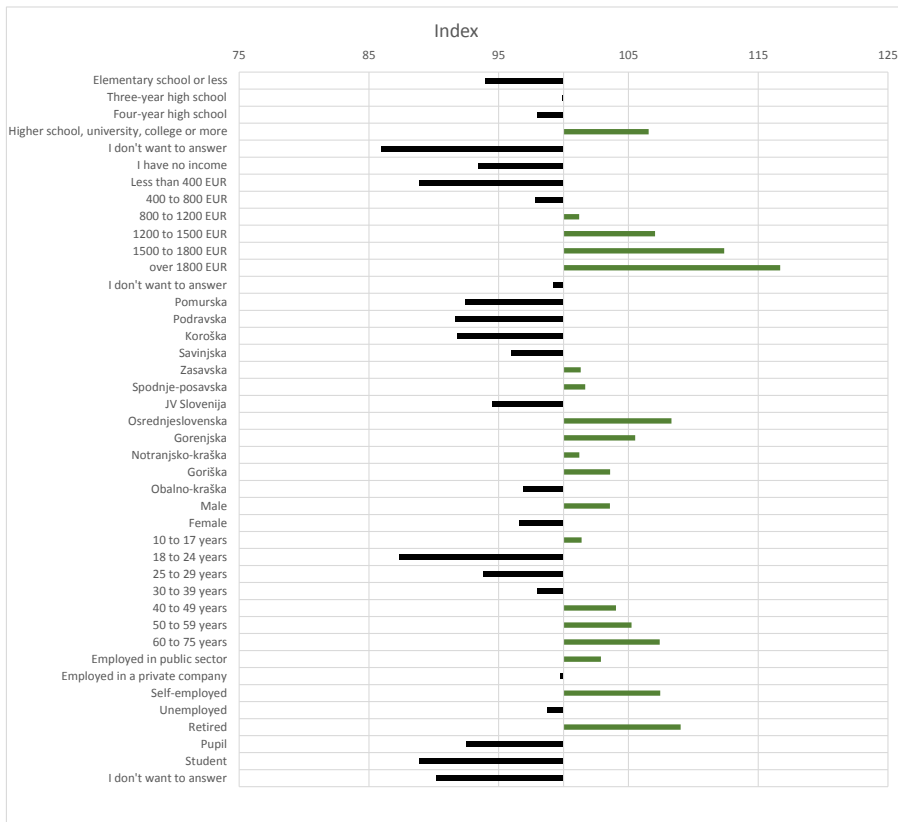


Note:

Moving average - Moving averages of three days in a row, provide us with trend analysis. We calculate it in that way, that we sum three days in a row value and we divide it with three, every sliding average is on the right side of interval with length three.



Note:
Left side of graph Shows page views.
Right side of graph Shows average page views per unique user.
Moving average - Moving averages of three days in a row, provide us with trend analysis. We calculate it in that way, that we sum three days in a row value and we divide it with three, every sliding average is on the right site of interval with length three.



Note:
Affinity index
The ratio of the value of the audience composition for a given target group for the selected websites/site sections in a specified time period to the value of the audience composition for a given target group for the whole internet (all websites covered by the research) in the specified time period.

Legend and notes:

Description of MOSS measurement:

MOSS certificate relating to the period from 1.4. to 30.4.2019. MOSS measurement took place during that period, which is consisted of technical measurement, telephone survey and web pop up survey

Media description:

Website, information about the provider and short description are the informations provided by MOSS participants.

Reach:

Currency is measured Slovenian reach of the web site in period from 1.4. to 30.4.2019. Reach shows number of actual people/users (in a given target group) who visited selected website/site section in a specified time period. This indicator is calculated by Ipsos Puls using offline survey data and the number of devices who visited the selected website/site section.

Reach(%):

Per cent of actual people/users (in a given target group) who visited selected website/site section in a specified time period. This indicator is calculated by Ipsos Puls using offline survey data and the number of devices who visited the selected website/site section.

Page views:

The amount of times unique users (in a given target group) in a specified time period viewed individual pages of a website.

Visits:

A series of page views generated by the uniquely identified user (in a given target group) on a given website/site section in a specified time period. In one visits, time between two consecutive page views in no longer than 30 minutes. There are two types of measurement: on the whole website and on the site section. Visits on site sections are measured separately from website visits so the number of visits for the website is not a sum of visits on the site sections.

Average page views per unique users:

The average number of page views generated by unique users (in a given target group) in a specified time period per unique user.

Average visits per unique users:

The average number of visits generated by unique users (in a given target group) in a specified time period per unique user.

Audience composition (%) :

The ratio of the number of unique users in a given target group who visited the selected website/site section in a specified time period to the total number of unique users who visited the selected website/site section in the specified time period.

Affinity index:

The ratio of the value of the audience composition for a given target group for the selected websites/site sections in a specified time period to the value of the audience composition for a given target group for the whole internet (all websites covered by the research) in the specified time period.

Page views (%)

The ratio of the number of page views (in a given target group) on each website/site section to the total number of page views (in a given target group) on all selected websites/site sections in the specified time period.

In case there is no data available:

- Data is not available, because the site was not measured in given time period.

N/A - When there is not enough data collected to create sample of chosen target group, data is not shown. For analysis minimal condition must be fulfilled (n=80), meaning that at least 80 visitors visited chosen web site and that they have fulfilled MOSS questionnaire on at least one web site that is participating in MOSS.